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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/624,439	07/24/2000	Jonathan Ellenberg	3951-4001	5413
27123	7590	05/10/2007	EXAMINER	
MORGAN & FINNEGANT, L.L.P. 3 WORLD FINANCIAL CENTER NEW YORK, NY 10281-2101			FELTEN, DANIEL S	
			ART UNIT	PAPER NUMBER
			3693	
			MAIL DATE	DELIVERY MODE
			05/10/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	09/624,439	ELLENBERG ET AL.	
	Examiner	Art Unit	
	Daniel S. Felten	3693	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 01 January 1957.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-57 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-57 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) Notice of Informal Patent Application
- 6) Other: _____.

DETAILED ACTION

1. Receipt of the response filed February 21, 2007 and remarks relating to the September 11, 2006 office action using MyPoints.com in view of Auction-Anything is acknowledged.

Response to Arguments

2. Applicant's arguments with respect to claims 1-57 have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-57 are rejected under 35 U.S.C. 102(e) as being anticipated by Arkes (US 7,152,042).

As in claim 1, 12, 23 Arkes discloses a method for receiving points from a customer using a computer terminal for merchandise being offered in the auction (see Arkes, fig. 10, Abstract, column 1, line 55 to column 2, line 14; and column 2, line 57 to column 3, line 3);

As in claim 2, 13, 24, 41, 47, 53 receiving registration information from the customer (see Arkes, Abstract; column 1, lines 56-65; column 3, lines 17-23; and column 4, lines 37+; and column 12, lines 8-14);

As in claim 3, 14, 25, 42, 48 54, wherein the customer registration includes payment information (see column 9, lines 16-24);

As in claim 4, 15, 26, 43, 49 providing a preview of the merchandise being offered in the auction (see Arkes, column 1, lines 58-65);

As in claim 5, 16, 27, 44, 56 authenticating the customer (see fig. 9: 304; column 11, line 65-67) and allowing the customer to access a reward points balance (Abstract; column 1, line 56 to column 2, line 14)

As in claim 6, 17, 28 allowing the customer to purchase additional reward points for use in the auction (see column 10, lines 47-51; and column 12, lines 40-58);

As in claim 7, 18, 29, 45, 57 wherein the customer is allowed to purchase a specific number of reward points at an exchange rate (see column 12, lines 59-62),

As in claim 8, 19, 30 further comprising determining a cost for the reward points purchased and transmitting a request for payment for the cost of the reward points (see column 12, lines 59-62);

As in claim 9, 20, 31 further comprising allowing a purchase of reward points on a floating basis (see column 12, lines 59-62)

As in claim 10, 21, 32, 50 deducting reward points expended in the auction from the rewards point balance (see column 10, lines 37-44);

As in claim 11, 22, 33 determining a cost for purchasing reward points expending in the auction in excess of the customer's reward points balance and transmitting a request for payment for the cost of the reward points (see column 12, lines 59-62)

As in claim 34, 36, 38 determining a minimum opening bid price by applying an auction pricing discount factor in reward points based on merchandise being auctioned and the time period of the auction (see fig 12. "Minimum Opening Bid 49");

As in claim 35, 37, 39 determining a bid increment.(see fig. 12 "Minimum Increment 5");

As in claim 40, 46 , 52 receiving a bid in cash from a customer using a computer terminal for merchandise being offered in the auction (see column 12, lines 59-62),

wherein at least a portion of the bid is paid for by reward points converted to a cash value (see column 12, lines 59-62)

Conclusion

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US Patents:

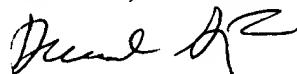
Dinwoodie (US 6,415,269) discloses an interactive remote location bidding system

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Daniel S. Felten whose telephone number is (571) 272-6742. The examiner can normally be reached on Flex.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Kramer can be reached on (571) 272-6783. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Daniel S Felten
Examiner
Art Unit 3693



DSF
5/07/2007